

## CLAIMS

What is claimed, is:

1. A user programmable scrolling display unit for creating editing, storing and displaying a plurality of messages as badges attached to clothing or in merchandising displays comprising:

a closed case having a front face and a rear face and side portions joining said faces;

a programmable control circuit mounted within said case;

an LCD display for presenting a scrolling display mounted on the front face and coupled to the control circuit within said case;

a plurality of control buttons extending outwardly from the case, said buttons being coupled to the control circuit to provide a means to create, edit, store and display messages and also to vary the scrolling speed of messages on the LCD display and to choose the number of times a message will repeat before the display shuts off; and,

serial interface apertures on the rear face for access to the control circuit for alternative programming of said circuit via an external computer.

2. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 wherein:

the mounting means comprises first and second spaced mountings affixed to the rear face of the unit and projecting outwardly therefrom and a pin fixedly connected to the first mounting and removably mounted to the second mounting to permit attachment to clothing.

3. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 2 further including:

a clip comprising a substantially rectangular upper portion, an intermediate portion extending at a right angle to the upper portion, and a lower portion extending downwardly from the intermediate portions and a double sided foam tape mounted to the downwardly extending portion for mounting said clip to apparel and wherein

the pin is spaced a predetermined distance from the rear face to permit the upper portion of the clip to be inserted therebetween to mount the case thereon.

4. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 further including:

double-sided foam tape mounted on the rear portion of the case for connecting the unit to a vertical surface.

5. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 wherein:

the rear portion comprises an elongated flange like base; and,

the front portion having the display mounted thereon extends upwardly from a portion of said rear portion; and,

a board having an aperture for insertion of the upwardly extending front portion to form a point of purchase display or gift.

6. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 further including:

a computer for programming messages;

a printed circuit and board including the control circuit; and,

a built in interface for coupling to the computer for downloading messages.

7. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 further including:

a shelf bracket mounted at one end to the case and mountable at the other end to a shelf to form a point of purchase display.

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